



VirginiaGreenTravel.org

2013 Virginia Green Travel Star Awards Green Travel Star



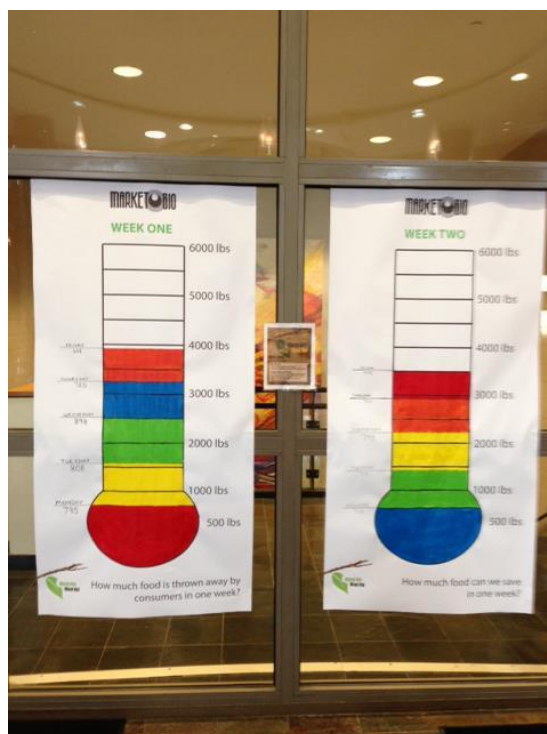
Most Innovative Green Project



Virginia Commonwealth University

Market 810

- Location:** Market 810 on the Monroe Park Campus of Virginia Commonwealth University in Richmond, VA
- Initiative:** Post Consumer Waste Reduction
- Problem:** Weekly, approximately 4,500 pounds of food is taken by our guests from the serving stations and left unconsumed. Consequently, the food has to be discarded/composted.



Solution: Once a semester, conduct a three week long education campaign:
Week 1 – Silently measure waste generated by guests.
Week 2 – Educate guests through an awareness campaign at each food station. Flyers and “buttons” are placed at each station encouraging guests to reassess their needs before taking the food. All week long, the progress is charted on a very visible “thermometer”.
Week 3 – Celebrate success by posting the results.
Project Completion: A pound-for-pound, in-kind donation is made to the Central Virginia Food Bank. Last semester, 450 pounds of food was donated, representing 450 fewer pounds wasted during the education period.

Benefits: Education campaign reduces waste, while educating our guests on how to conserve.

Lasting Results: Each semester, the first week’s waste is reduced between 350 and 500 pounds. Because our guests dine with us multiple times each week, the education program yields semester long results.



Visit Virginia Commonwealth University’s Market810 Virginia Green profile at:
<http://www.virginia.org/Listings/Dining/Market810ontheVCUCampus/>

Virginia Green is run through a partnership between:



www.deq.virginia.gov/Programs/PollutionPrevention/VirginiaGreen.aspx
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